

Chairman Crowley called the meeting to order at 8:00 a.m. Present for today's meeting were Commissioners Falstad and Schoepke, Vice-Chairman Bluemke and Secretary Richards. Others present: Val Ramos, Airport Administration; Kurt Stanich, Airport Operations Assistant; Steve Betzler, AOPA/B17 Tour; Tracy Shilobrit, Strate Vantage Communications; Harry Becker, Atlantic Aviation; Andrew Groth, Control Tower; Charles Hall, County resident; and Keith Markano, Airport Manager.

**Approve/modify meeting minutes of April 8, 2009** – Commissioner Falstad moved to approve the March 11, 2009 minutes with a second by Secretary Richards. The motion passed.

**Public comment/correspondence** – Mr. Markano said he received positive comments on the driver training sessions for gate access cards presented by Mr. Stanich. Chairman Crowley said he received an e-mail from one of the airport tenants (copies of e-mail given to Commission) stating his opinion on the training. After receiving this e-mail, Chairman Crowley spoke with Mr. Markano and after hearing the times and dates the sessions are offered, said they were very accommodating. Commissioner Schoepke said he spoke to this person about the training. He said this person was also upset that he could not get hold of anyone on the Commission and did not know who was on the Commission.

Mr. Betzler gave the Commission an update on the B17 "Wings Over Waukesha" event. The event is going along as planned, with press releases, a schedule of events and a list of sponsors. The parking and security has been addressed and all taken care of with help from the Civil Air Patrol and Atlantic Aviation.

**Discussion and action on airport marketing** – Mr. Markano gave some background on the marketing plan for the airport. Ms Shilobrit, who is working with Mr. Betzler on the B17 event, came up with a proposal to develop a marketing plan for the airport and presented this to Mr. Markano for review. (The Commission also received this proposal for review prior to this meeting.) Mr. Markano said Mrs. Shilobrit's proposal is very good and fits within the airport budget. The plan that would be developed could be used as a starting point for working with Carroll University. Also, the airport will still work with Carroll University for the 75<sup>th</sup> anniversary of Crites Field in 2010. Secretary Richards thought it was great of all that has been done so far at the airport. He suggested contacting Bill Mitchell, Waukesha County Economic Development Corporation, to collaborate and use the airport as an economic engine for the County. Mr. Markano said he would call Mr. Mitchell and invite him to participate in the airport marketing plan. Commissioner Schoepke asked how the Commission would know of Mrs. Shilobrit's involvement with the planning and cost of this program. Mrs. Shilobrit said right now this was just a plan she submitted to the Commission for review. Chairman Crowley said Mrs. Shilobrit did a great job on working up an outline of a plan for the airport. Mr. Markano said he would like to incorporate the marketing plan into the 2010 budget. A motion to accept the proposal presented at today's meeting was made by Secretary Richards with a second by Vice-chairman Bluemke. The motion passed. Another motion to modify the existing 2009 budget to allow for the expenditure for the proposal was made by Secretary Richards with a second by Vice-chairman Bluemke. The motion passed. Mr. Markano will work with Mrs. Shilobrit and will be in charge of the completed marketing plan and give feedback to the Commission and County Executive.

**Chairman's report** – Chairman Crowley expressed his appreciation to the Commission for carrying on in his absence holding the April Commission meeting.

**Airport Manager's report** – Mr. Markano informed the Commission that fuel use at the airport was down by 17,000 gallons compared to 2008. Though fuel usage was down, activity at the airport was up. The Commission asked why. Are pilots purchasing fuel at other airports? Mr. Markano said Burlington was charging a flat rate above cost. He said this was a subject brought up at the WI Aviation Conference last week. There was discussion by the Commission regarding fuel use at the airport and Commissioner Schoepke asked that this be an agenda item for the next meeting. The TSA reauthorization passed through the House of Representatives and there is a proposal in the language that would allocate ten million dollars for general aviation perimeter security and terminal building security. Mr. Markano said he

sent letters to State representatives in support of the contract tower program. The request for proposal for snow removal only has gone out for bid. For 2010, the County's Highway department is considering doing mowing at the airport. If this proves not cost effective, the landscaping will be bid out separately. Mr. Markano gave a timeline for the request for proposal to the Commission. Mr. Stanich gave a Revenue Analysis for Waukesha County Airport to the Commission.

**Future Commission agenda items** – (1) Safety Security Program with Brian Dorow and (2) Fuel sales information.

Motion to adjourn by Secretary Richards with a second by Vice-chairman Bluemke. Motion passed.

Meeting adjourned at 9:40 a.m.

Next Commission Meeting: June 10, 2009.

Respectfully submitted

Dick Richards  
Secretary  
May 13, 2009